

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of: PHILYAW, Jeffry Jovan and MATHEWS, David Kent  
Serial No.: 09/382,423  
Confirmation No.: 5217  
Filed: August 24, 1999  
Group: 2424  
Examiner: BROWN, Rueben M.  
For: METHOD AND APPARATUS FOR UTILIZING AN AUDIBLE  
SIGNAL TO INDUCE A USER TO SELECT AN E-COMMERCE  
FUNCTION

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**RESPONSE TO FINAL OFFICE ACTION**

This communication is responsive to the Examiner's Final Office Action mailed May 4, 2010. Applicant is submitting herewith a Request for Continued Examination. Applicant requests that any previously non-entered Amendments not be entered. Reconsideration is respectfully requested.

**Amendments to the Claims** are reflected in the listing of claims beginning on page 2 of this paper.

**Remarks/Arguments** begin on page 5 of this paper.